



REAL ESTATE PROFESSIONALS WEIGH IN:

# WHICH CRM IS THE BEST?

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An Inman Select Special Report

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*Success in real estate is all about building and managing relationships, and there's one piece of software that helps real estate professionals do just that: the CRM (customer relationship manager).*



*More than two-thirds of professionals surveyed use a CRM. Respondents named an array of CRMs that they use, most of them specific to real estate. They also offered advice about how to select or maximize use of a CRM.*



*The three most popular CRMs used by respondents are Top Producer, Market Leader and eEdge.*



*Most respondents consider their CRMs an investment that will help them grow their business rather than a necessary expense.*



*Many real estate professionals said they were happy with their current CRM. Almost half of them ranked their CRMs highly on a satisfaction scale, and few professionals said they were planning to switch CRMs at any point in the future.*



*Survey respondents said that most CRMs used are customizable and integrate with other business platforms, such as document management systems.*



*But there were some areas where real estate professionals noted their CRMs could improve. Better integration with Google, more robust lead management and lead generation tools, and cleaner user interfaces were at the top of respondents' "wish lists" for their CRMs. Respondents also asked for more customization options.*

If there's any piece of software that's supposed to be integral to a real estate agent's success, it's the CRM (customer relationship management system). After all, pursuing new leads while maintaining close contact with previous clients takes precious time.

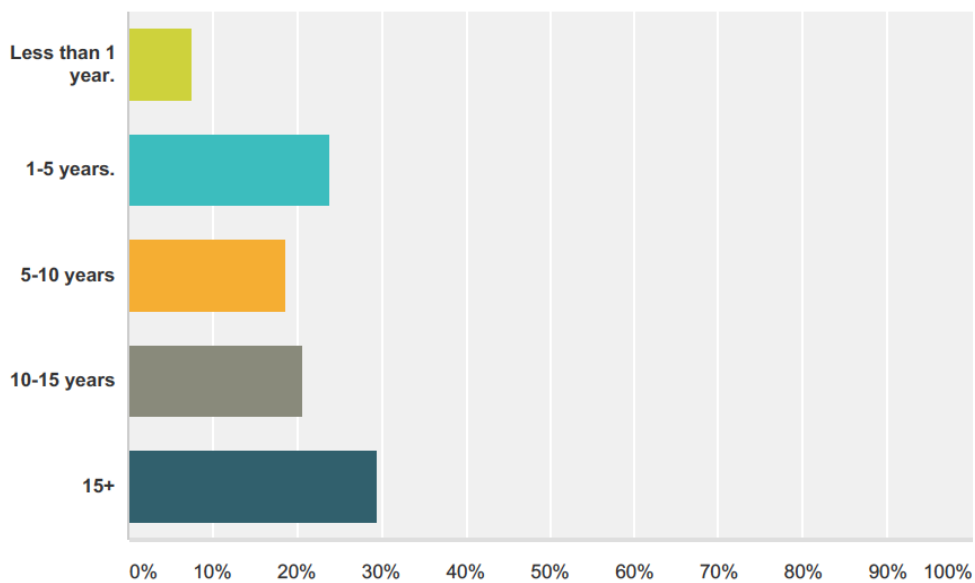
But with hundreds of options — some free and some costing thousands of dollars a month — how do agents know which will be the best product for their business? Are these tools investments or expenses?

Inman surveyed agents and brokers about whether they use a CRM, which one they chose, and how they feel about the choice they made.

Both agents (71.3 percent of respondents) and brokers (28.7 percent of respondents) answered the questions; just over half of the 777 survey respondents said they have been in the real estate industry for more than 10 years (50.1 percent), and 7.4 percent of respondents said they have been working in real estate less than one year.

### Q2 How long have you been in the real estate business?

Answered: 782 Skipped: 1

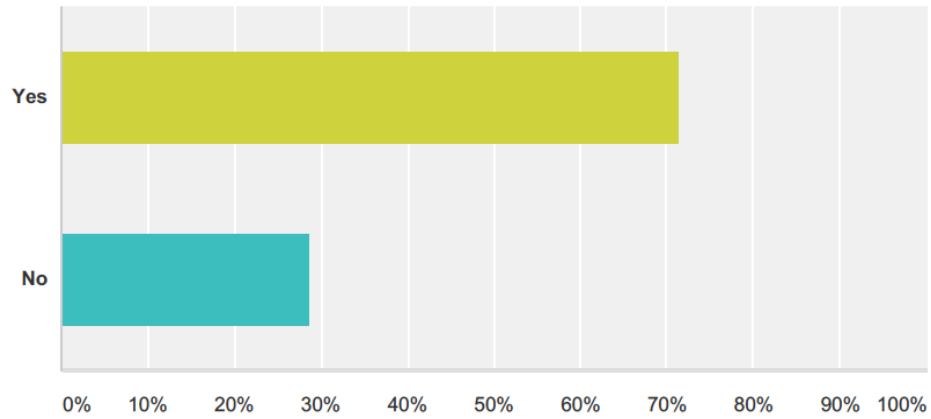


Answer Choices	Responses
Less than 1 year.	7.42% 58
1-5 years.	23.79% 186
5-10 years	18.67% 146
10-15 years	20.59% 161
15+	29.54% 231
<b>Total</b>	<b>782</b>

More than two-thirds (71.5 percent) of respondents said they use a CRM. The top five CRMs that respondents use, in descending order of popularity, were Top Producer, Market Leader and eEdge; Contactually and Realty Juggler were tied for fourth place.

### Q4 Do you use a CRM?

Answered: 782 Skipped: 1

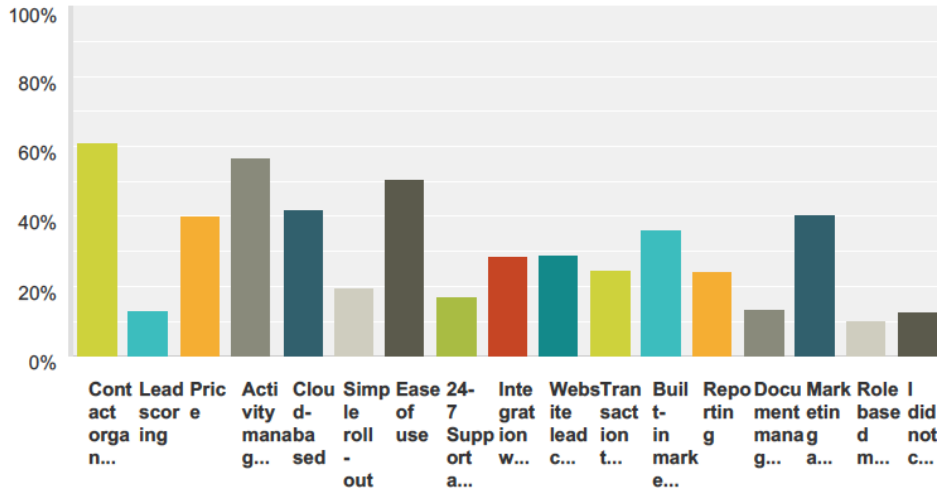


Answer Choices	Responses
Yes	71.48% 559
No	28.52% 223
Total	782

Three features were listed as important to more than half of respondents who selected their own CRMs — contact organization (61.2 percent), activity management (56.5 percent) and ease of use (50.3 percent).

## Q9 How did you go about selecting your CRM (if you chose it) -- what features were important to have? Please select all that apply.

Answered: 322 Skipped: 461

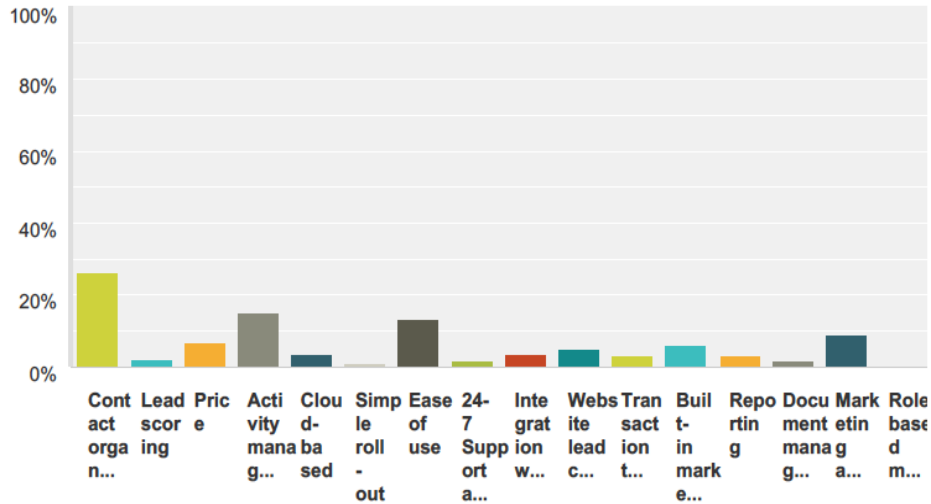


Answer Choices	Responses
Contact organization	61.18% 197
Lead scoring	13.04% 42
Price	39.75% 128
Activity manager (call log, tasks, events)	56.52% 182
Cloud-based	41.93% 135
Simple roll-out	19.25% 62
Ease of use	50.31% 162
24-7 Support and training	16.77% 54
Integration with existing systems, like lead management	28.57% 92
Website lead capture functionality	29.19% 94
Transaction tools and management	24.53% 79
Built-in marketing tools	36.02% 116
Reporting	23.91% 77
Document management capabilities.	13.35% 43
Marketing automation (like drip marketing, email campaigns, etc.)	40.68% 131
Role based management	10.25% 33
Did not choose my CRM	12.73% 41
<b>Respondents: 322</b>	

Contact organization was also listed as the feature that 25.9 percent of respondents like most, followed by activity management (15.0 percent) and ease of use (12.8 percent). And several respondents (10 total) said they couldn't think of anything they liked about their CRMs.

### Q11 What do you like MOST about your CRM?

Answered: 320 Skipped: 463

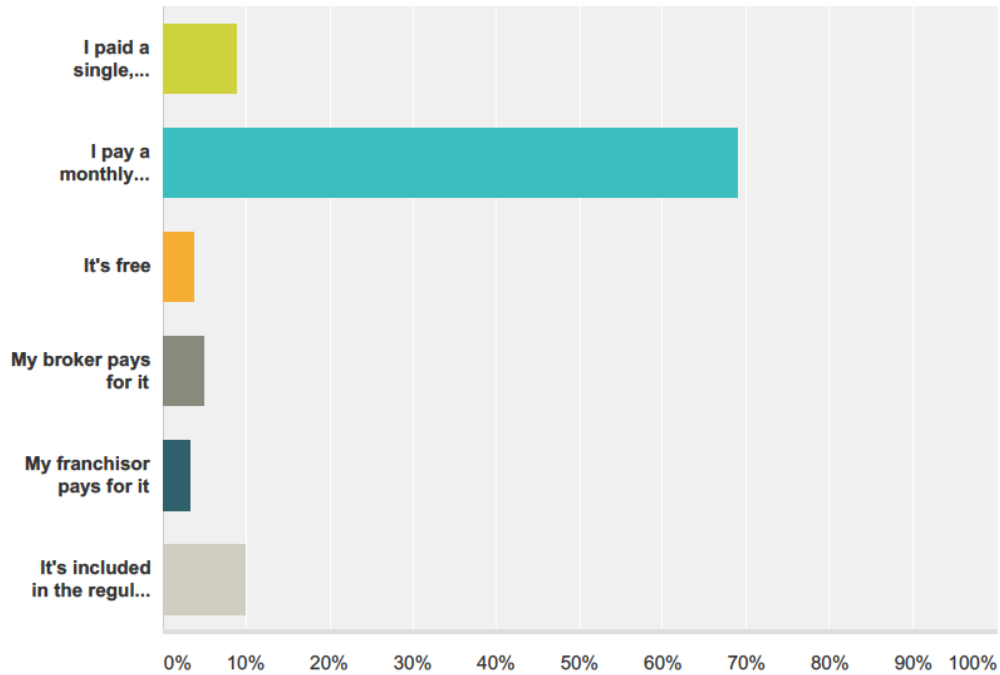


Answer Choices	Responses
Contact organization	25.94% 83
Lead scoring	1.88% 6
Price	6.56% 21
Activity manager (call log, tasks, events)	15.00% 48
Cloud-based	3.75% 12
Simple roll-out	1.25% 4
Ease of use	12.81% 41
24-7 Support and training	1.56% 5
Integration with existing systems, like lead management	3.75% 12
Website lead capture functionality	5.00% 16
Transaction tools and management	2.81% 9
Built-in marketing tools	5.94% 19
Reporting	3.13% 10
Document management capabilities.	1.56% 5
Marketing automation (like drip marketing, email campaigns, etc.)	9.06% 29
Role based management	0.00% 0
<b>Total</b>	<b>320</b>

Most respondents (69 percent) said they pay monthly subscription fees to use their CRMs. Respondents who paid single, one-time licensing fees comprised 8.9 percent of the total, and 3.7 percent said they use free CRMs. A total of 18.4 percent of respondents said that either their broker or franchisor pays for the CRM, or the CRM is included in their broker or franchisor fees.

### Q12 How do you pay for your CRM?

Answered: 326 Skipped: 457



Answer Choices	Responses
I paid a single, one-time licensing fee.	8.90% 29
I pay a monthly subscription fee.	69.02% 225
It's free	3.68% 12
My broker pays for it	4.91% 16
My franchisor pays for it	3.37% 11
It's included in the regular fees I pay to my broker/franchisor	10.12% 33
<b>Total</b>	<b>326</b>

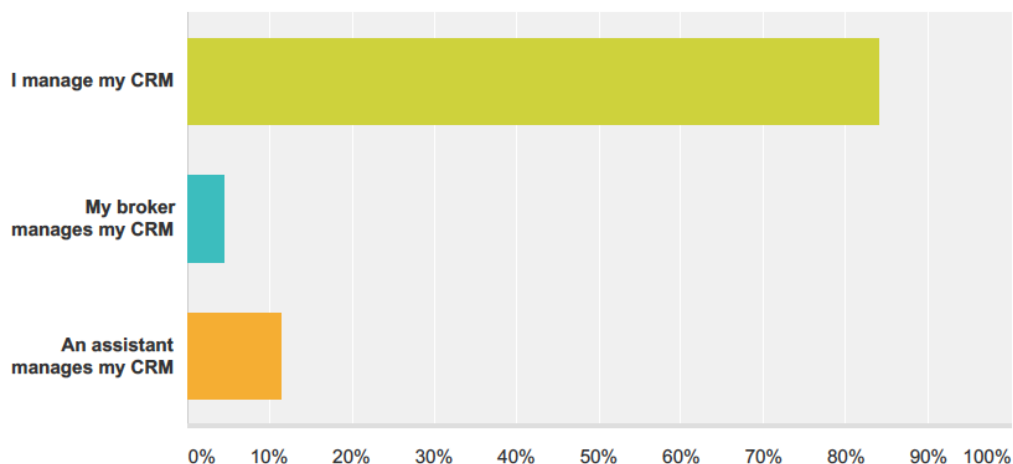
And how much does the typical agent pay for a CRM? Answers ranged from a low of “free” to a high of \$26,400 per year. The median respondent investment was \$600 per year, or about \$50 per month.



Most respondents (84.1 percent) said they manage their own CRM. Others have an assistant to manage their CRM (11.4 percent), or their brokers manage the CRM (4.5 percent).

### Q15 Who manages your CRM?

Answered: 333 Skipped: 450

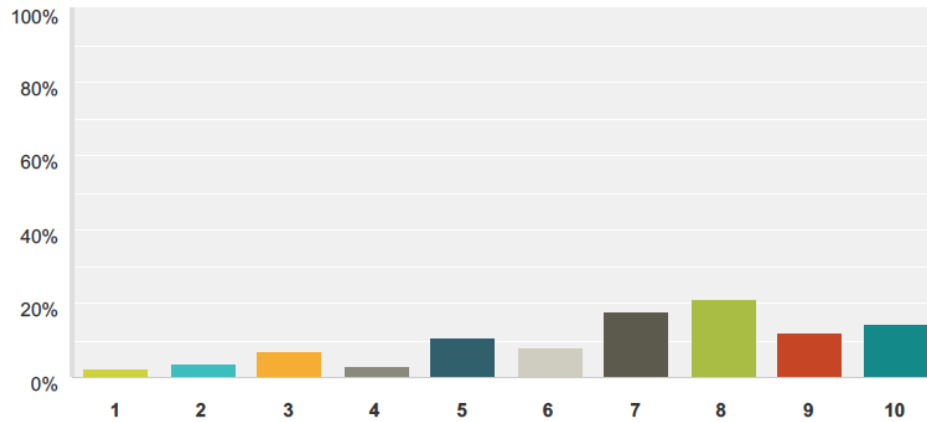


Answer Choices	Responses
I manage my CRM	84.08% 280
My broker manages my CRM	4.50% 15
An assistant manages my CRM	11.41% 38
<b>Total</b>	<b>333</b>

Overall, respondents seemed more happy than unhappy with their current CRM. Almost half (47.8 percent) ranked their CRMs as an 8, 9 or 10 on a scale of 1 to 10, and 13.4 percent ranked their CRMs as a 1, 2 or 3 on a scale of 1 to 10.

**Q16 On a scale of 1 to 10, with 1 being “not at all satisfied” and 10 being “very satisfied,” how satisfied are you with your CRM?**

Answered: 337 Skipped: 446



Answer Choices	Responses
1	2.37% 8
2	3.86% 13
3	7.12% 24
4	2.67% 9
5	10.68% 36
6	8.01% 27
7	17.51% 59
8	21.07% 71
9	12.17% 41
10	14.54% 49
<b>Total</b>	<b>337</b>

A little more than one-third of respondents who use Top Producer (38.7 percent) said they thought the CRM rated an 8, 9 or 10 out of 10 for satisfaction, with 1 being the lowest and 10 being the highest.

“I can track the whole transaction from lead to close,” said one respondent. “I can group contacts by transaction. It integrates with other lead management sources.”

“I like being overly organized, and this is a great tool,” said another.

“I don’t like how much it costs, but it does more than any other I have found,” said a third.

“While trying other CRMs, I keep going back to Top Producer. It’s not perfect, but it keeps getting better,” said another.

But 16 percent of respondents who use Top Producer ranked it as a 1, 2 or 3 out of 10.

“I don’t know how to use it,” said one.

“It’s crap,” said another. “Reports are inadequate, activities and contact modules do not integrate adequately — cannot even do simple, common tasks such as filter a call list and download or print it out. Most tasks take 6-8 clicks to search, open a lead and update it. Seriously?? What is this, 1987?”

“It has a lot to offer but feel like it is not that easy to use,” said a third.

“Trying to like Top Producer, but it’s complicated,” said a fourth.

Not quite a third (29.3 percent) of Top Producer users ranked it as an 8, 9 or 10 on a scale of 1 to 10 for ease of use, with 1 being the lowest and 10 being the highest. On the other end of the scale, 22.7 percent said that Top Producer is a 1, 2 or 3 for ease of use.

And of the respondents who use Top Producer, 38.7 percent said it was an 8, 9 or 10 on a scale of 1 to 10 when it comes to the product’s value to their overall success, with 1 being the lowest and 10 being the highest. Top Producer-using respondents who thought the product was a 1, 2 or 3 on the value-success scale comprised 14.7 percent of all Top Producer users.

The next most popular CRM, Market Leader, had 18.4 percent of respondents give it an 8, 9 or 10 for satisfaction.

“For someone who never used a CRM or knew what one was, I found this system to be very easy to input contacts, set up drip campaigns and see what properties they were viewing from my website,” said one respondent. “This CRM allows clients who contact agents from sites like Zillow, Trulia, etc., to automatically flow into the database.”

“It does everything my team needs it to at this time — it’s still smarter than we are about online marketing!” said another.

An equal number of respondents who use Market Leader — 18.4 percent — ranked it a 1, 2 or 3 on the satisfaction scale.

“It is great for agents who are starting out but not long time agents who want more marketing options and capabilities and are more tech savvy,” said one respondent. “The website options are horrible compared to some of the options that are available in the regular market — meaning non-real-estate-focused CRMs.”

Another respondent offered a numbered list of complaints with Market Leader: “1. Can’t search or select on any Address field 2. Primary and secondary source field is not editable. 3. Can’t select contacts based on first letter of last name. In general, it is a marketing system, not a CRM.”

Less than one third (30.6 percent) of Market Leader users said it ranked an 8, 9, or 10 in ease of use, but no Market Leader users ranked it a 1, 2 or 3 out of 10 for ease of use.

And just over one-quarter (28.6 percent) of Market Leader users who responded said that they ranked the product an 8, 9 or 10 out of 10 in terms of its value to their overall success, while 20.4 percent of Market Leader users ranked it a 1, 2 or 3 in terms of value to success.

For eEdge, the proprietary CRM affiliated with Market Leader but offered exclusively to Keller Williams agents, less than one-quarter (22.2 percent) said the CRM is an 8, 9 or 10 on the satisfaction scale.

“Ease of use, comprehensive content, pre-made campaigns, price” listed one respondent when asked why eEdge deserved that rank.

“It has many options that I need,” said another. “[I’m] able to grow into it and sometimes feel it’s got too many features.”

“It is a great system, but it could always be improved,” said a third.

Still, 16.7 percent of eEdge users who responded ranked it a 1, 2 or 3 for satisfaction.

“Provider won’t allow us to remain online for more than 10-15 minutes at a time — constantly having to log in,” said one respondent.

“I do not feel eEdge is easy to use and does not display contacts in a user-friendly format,” said another. “Too many email drip campaign options, too many fields displayed in entering a contact. They do not keep it simple in my opinion.”

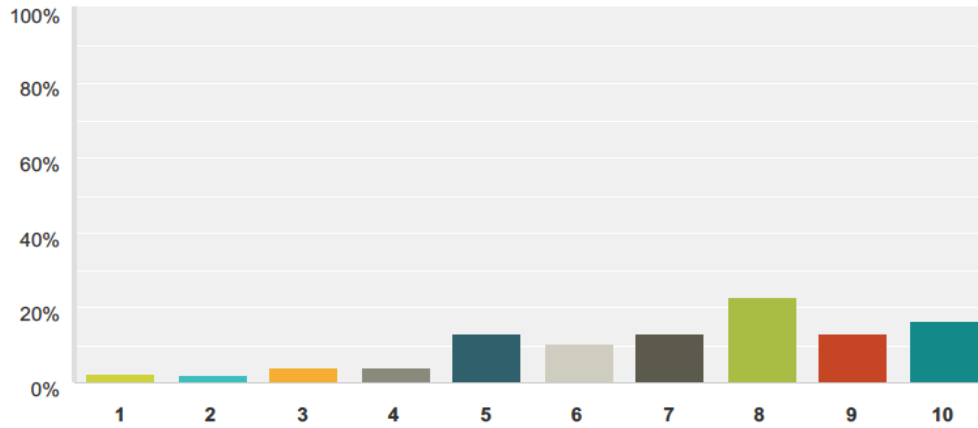
Just under one-third of respondents who use eEdge (30.6 percent) ranked it an 8, 9 or 10 on the ease-of-use scale, and 2.8 percent ranked it a 1, 2 or 3.

Most respondents (78.1 percent) said their CRMs integrate with Salesforce or another sales platform. Most respondents (65.5 percent) also said their CRMs are customizable, and most respondents (57 percent) also said they had customized their CRM.

More respondents rated their own CRM use level at 8 out of 10 (with one being the lowest and 10 being the highest) than any other rating. Just more than half of respondents (51.79 percent) ranked themselves at 8, 9 or 10. A total of 7.74 percent of respondents ranked themselves at 1, 2 or 3.

## Q24 Rate yourself on your use level of your CRM, with 10 being a “power user” and 1 being “barely CRM literate.”

Answered: 336 Skipped: 447



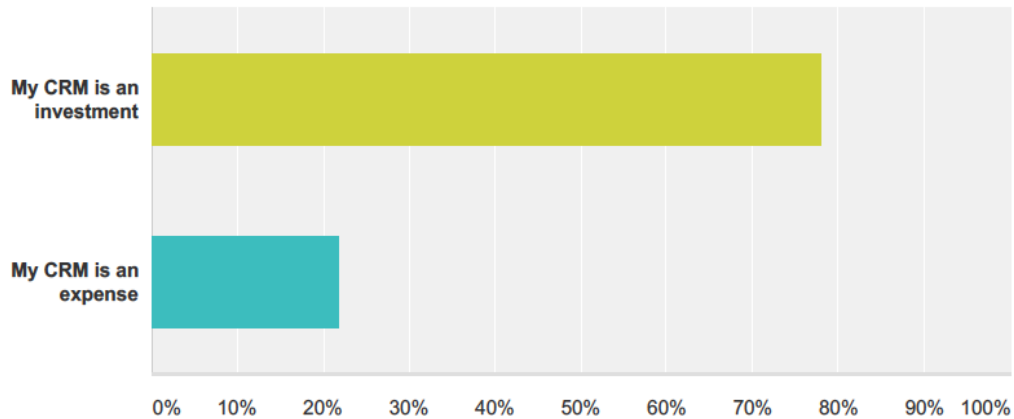
Answer Choices	Responses	Count
1	2.38%	8
2	1.79%	6
3	3.57%	12
4	3.87%	13
5	13.10%	44
6	10.42%	35
7	13.10%	44
8	22.62%	76
9	12.80%	43
10	16.37%	55

When asked what features they wished their CRMs would add, respondents listed more (or better) integration with Google, lead integration or lead generation services, calendar functions and more customization.

Most respondents (78.2 percent) said they consider their CRM to be an investment rather than an expense.

## Q28 Do you consider your CRM an investment or an expense?

Answered: 330 Skipped: 453



Answer Choices	Responses	Count
My CRM is an investment	78.18%	258
My CRM is an expense	21.82%	72
<b>Total</b>		<b>330</b>

“It’s necessary to keep me organized, so not just an expense,” said one respondent.

“It is an investment,” said another. “Without my database, and a way to track and stay in contact with my database, I would lose 90 percent of my business.”

Others, however, disagreed.

“I expect an ROI from an investment,” said one. “A CRM is simply a tool.”

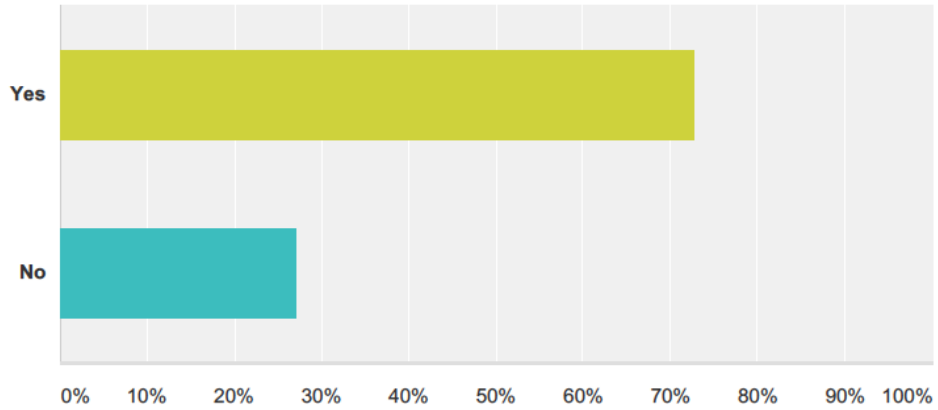
“It is an expense and not an investment because it requires an investment of my waking hours to get myself familiar with its functionality,” said another. “I feel like I shouldn’t spend my time doing that kind of admin work.”

“It costs money; it’s an expense,” stated a third.

Nearly three quarters of respondents (72.9 percent) said their CRM offers features that they don’t use.

### Q30 Are there any features your CRM offers that you DON'T use?

Answered: 325 Skipped: 458



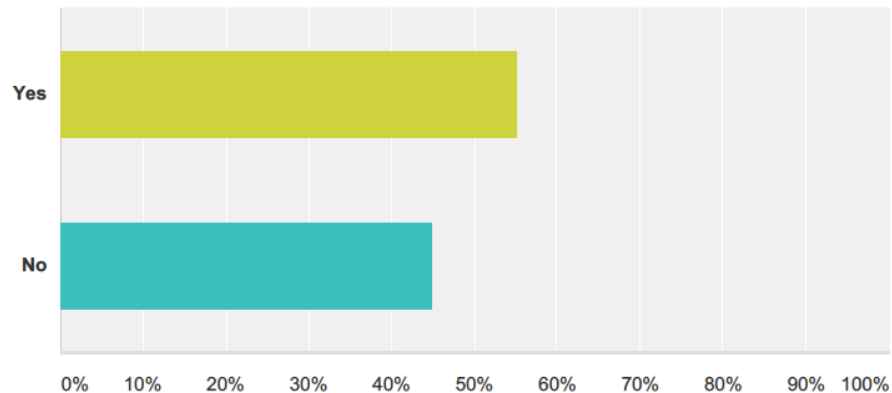
Answer Choices	Responses	Count
Yes	72.92%	237
No	27.08%	88
<b>Total</b>		<b>325</b>

Those respondents said that marketing, email and drip campaign tools were the most common tools they did not use.

A little more than half of respondents (55 percent) were trained to use their CRMs; the remainder (45 percent) said they were not trained. Of those who were trained, they were nearly equally split among vendor training and in-house training.

## Q34 Were you trained on how to use your CRM?

Answered: 307 Skipped: 476



Answer Choices	Responses	
Yes	55.05%	169
No	44.95%	138
<b>Total</b>		<b>307</b>

When asked what advice they had for colleagues looking to invest in an CRM in 2015, respondents had a lot to say.

“Figure out how you will use it in the first year,” said one. “Forget about all the bells and whistles it offers unless you will use them immediately.”

“Just know there isn’t a perfect CRM system out there,” said another. “Adapt and use what you need out of a system.”

“Be disciplined and committed to use it, otherwise it is not worth it,” said a third.

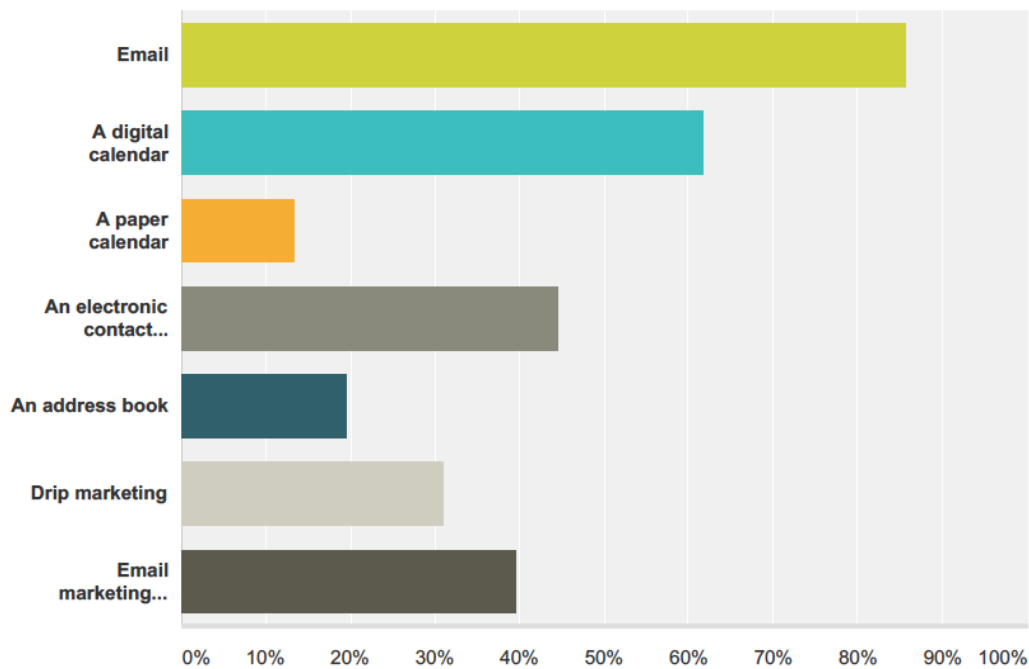
“I wouldn’t give them any,” said a fourth. “I come from a different sales world where CRMs are integral to the marketing and sales cycle. The fact that my colleagues haven’t caught onto this fact en masse is a competitive advantage to me.”

More than a quarter of respondents (28.5 percent) said they do not use a CRM. Instead, these respondents cited email, digital calendars, electronic contact databases, email marketing software and other tools in assorted combinations.



### Q39 What non-CRM tools do you use to manage your client relationships? Select all that apply.

Answered: 475 Skipped: 308



Answer Choices	Responses
Email	85.89% 408
A digital calendar	61.89% 294
A paper calendar	13.26% 63
An electronic contact database	44.63% 212
An address book	19.58% 93
Drip marketing	31.16% 148
Email marketing software (Constant Contact, MailChimp, etc.)	39.58% 188
<b>Total Respondents: 475</b>	

Respondents also mentioned that social media, Excel spreadsheets and postcards or mailers are important tools that they use to grow their businesses.

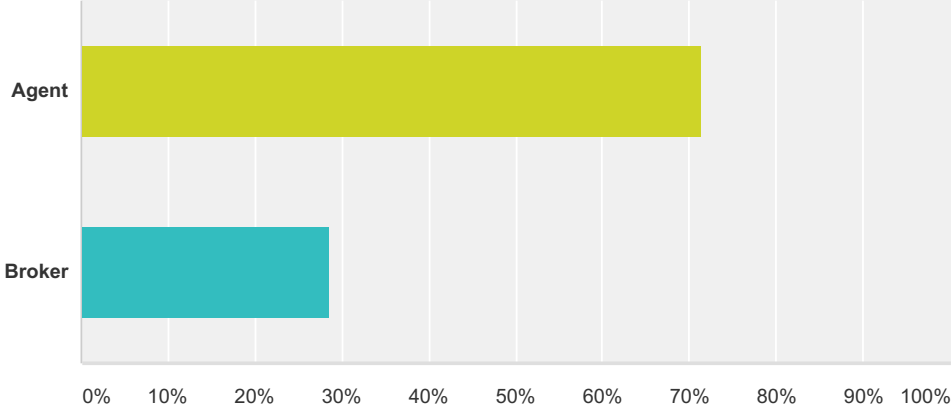


**SURVEY RESULTS**

CRM Survey

Q1 Are you an agent or a broker?

Answered: 777 Skipped: 6

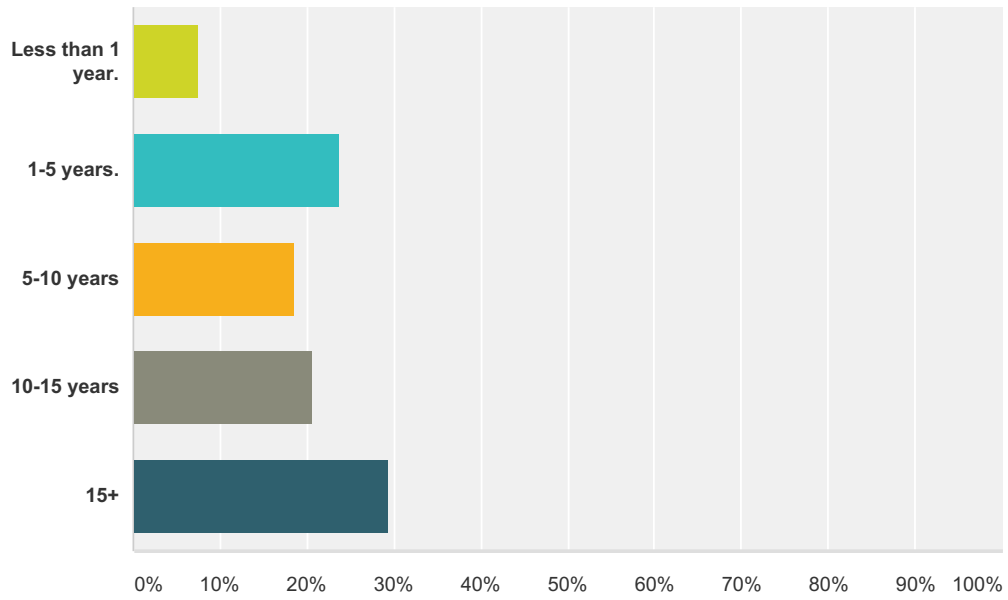


Answer Choices	Responses	
Agent	71.30%	554
Broker	28.70%	223
<b>Total</b>		<b>777</b>

# CRM Survey

## Q2 How long have you been in the real estate business?

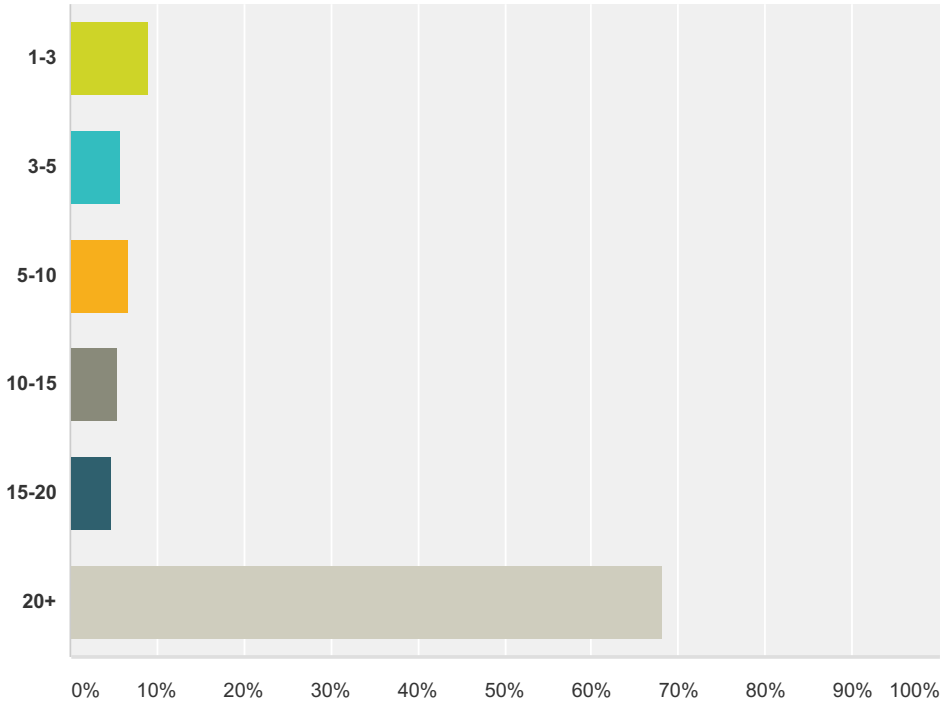
Answered: 782 Skipped: 1



Answer Choices	Responses
Less than 1 year.	7.42% 58
1-5 years.	23.79% 186
5-10 years	18.67% 146
10-15 years	20.59% 161
15+	29.54% 231
<b>Total</b>	<b>782</b>

### Q3 How many agents are affiliated with your brokerage?

Answered: 780 Skipped: 3

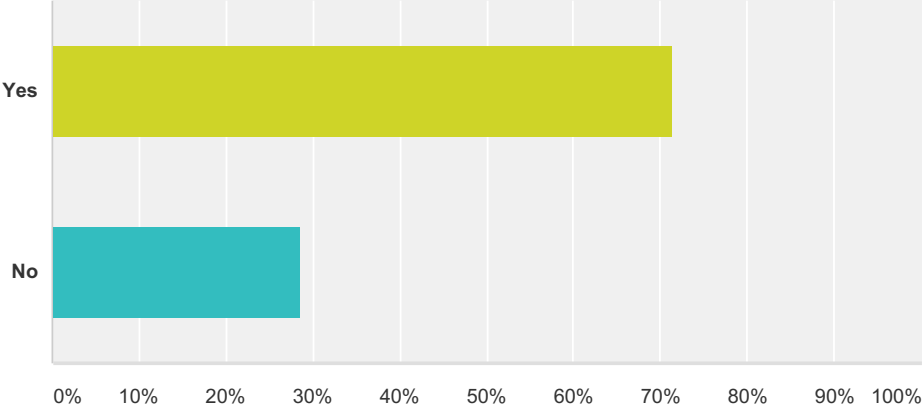


Answer Choices	Responses
1-3	8.97% 70
3-5	5.77% 45
5-10	6.67% 52
10-15	5.51% 43
15-20	4.74% 37
20+	68.33% 533
<b>Total</b>	<b>780</b>

# CRM Survey

## Q4 Do you use a CRM?

Answered: 782 Skipped: 1



Answer Choices	Responses	
Yes	71.48%	559
No	28.52%	223
<b>Total</b>		<b>782</b>

## CRM Survey

### Q5 Which CRM do you use? (If you have access to more than one CRM, name the one you use the most frequently.)

Answered: 338 Skipped: 445

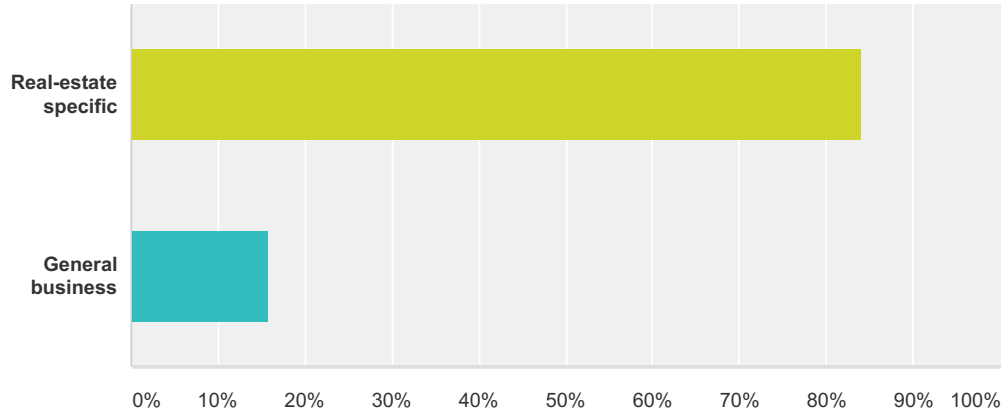
#### (Top 5)

#	Responses	
1	Top Producer	21.6%
2	Market Leader	13.02%
3	eEdge	9.47%
4	Contractually	5.92%
5	RealtyJuggler	5.33%

# CRM Survey

## Q6 Is your CRM a real-estate specific CRM or a general business CRM?

Answered: 341 Skipped: 442



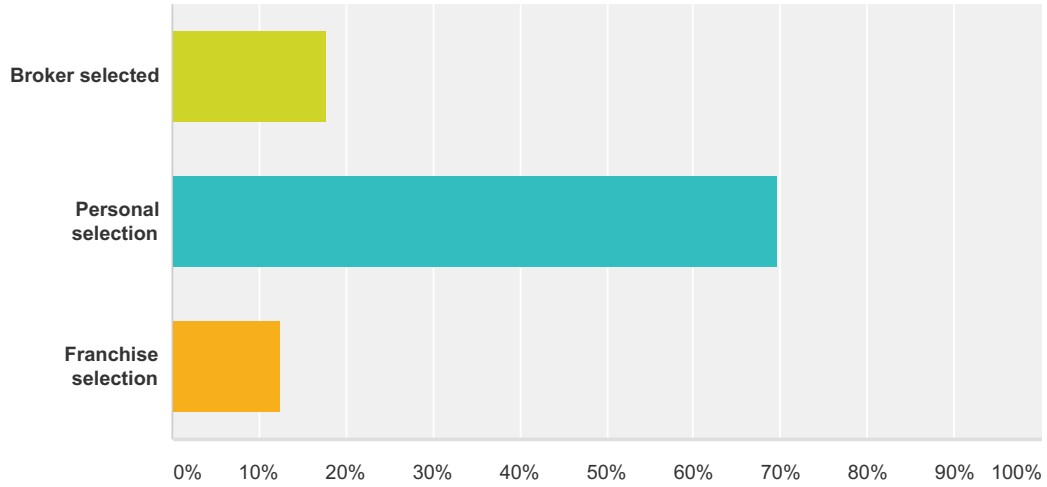
Answer Choices	Responses
Real-estate specific	84.16% 287
General business	15.84% 54
<b>Total</b>	<b>341</b>



# CRM Survey

## Q8 Did you choose your CRM or did your broker select it? (For brokers: Did you choose your CRM or did your franchise provide it?)

Answered: 337 Skipped: 446

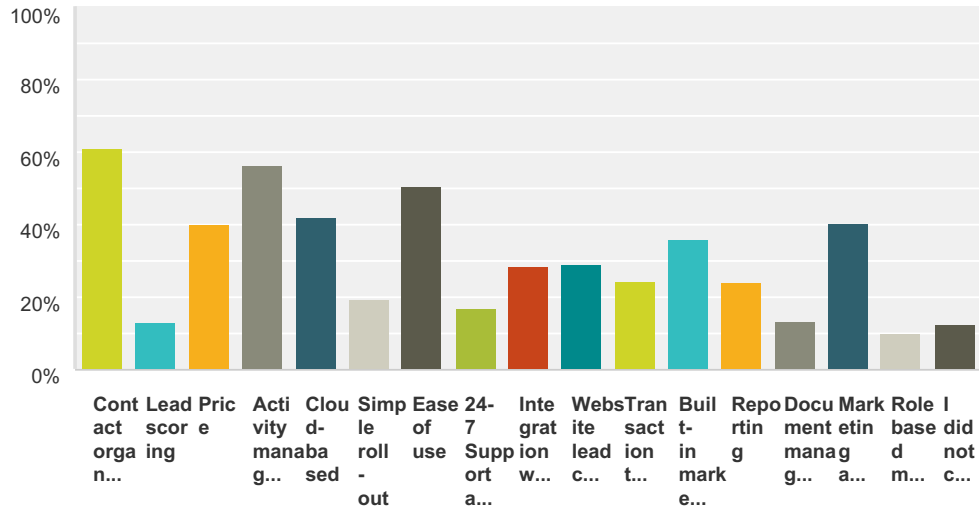


Answer Choices	Responses
Broker selected	17.80% 60
Personal selection	69.73% 235
Franchise selection	12.46% 42
<b>Total</b>	<b>337</b>

# CRM Survey

## Q9 How did you go about selecting your CRM (if you chose it) -- what features were important to have? Please select all that apply.

Answered: 322 Skipped: 461



Answer Choices	Responses
Contact organization	61.18% 197
Lead scoring	13.04% 42
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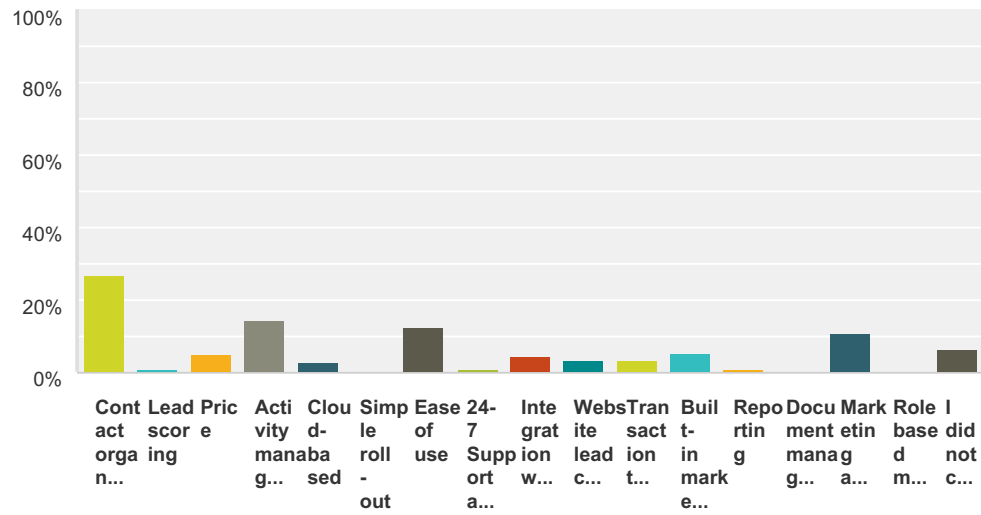
# CRM Survey

I did not choose my CRM	12.73%	41
<b>Total Respondents: 322</b>		

# CRM Survey

## Q10 What was the MOST important feature you wanted in a CRM?

Answered: 333 Skipped: 450

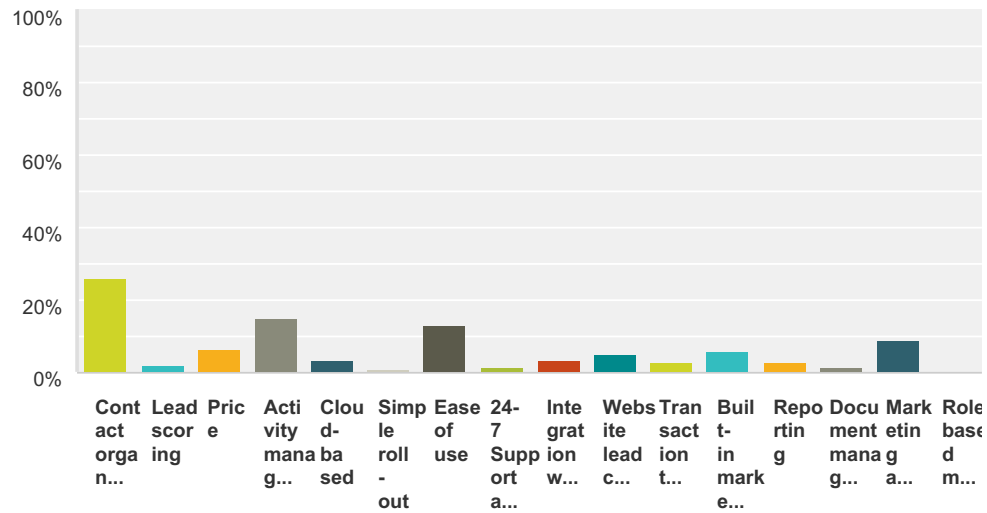


Answer Choices	Responses
Contact organization	27.03% 90
Lead scoring	0.90% 3
Price	4.80% 16
Activity manager (call log, tasks, events)	14.41% 48
Cloud-based	3.00% 10
Simple roll-out	0.30% 1
Ease of use	12.31% 41
24-7 Support and training	1.20% 4
Integration with existing systems, like lead management	4.50% 15
Website lead capture functionality	3.60% 12
Transaction tools and management	3.30% 11
Built-in marketing tools	5.71% 19
Reporting	0.90% 3
Document management capabilities.	0.30% 1
Marketing automation (like drip marketing, email campaigns, etc.)	11.11% 37
Role based management	0.30% 1
I did not choose my CRM	6.31% 21
<b>Total</b>	<b>333</b>

# CRM Survey

## Q11 What do you like MOST about your CRM?

Answered: 320 Skipped: 463

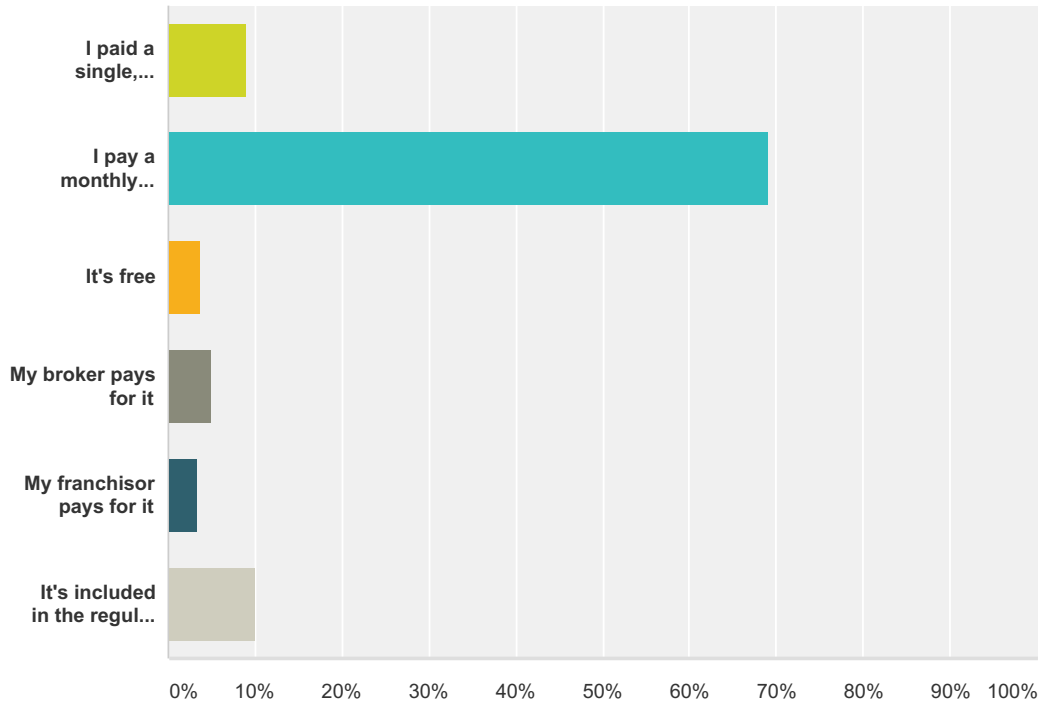


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<b>Total</b>	<b>320</b>

# CRM Survey

## Q12 How do you pay for your CRM?

Answered: 326 Skipped: 457



Answer Choices	Responses
I paid a single, one-time licensing fee.	8.90% 29
I pay a monthly subscription fee.	69.02% 225
It's free	3.68% 12
My broker pays for it	4.91% 16
My franchisor pays for it	3.37% 11
It's included in the regular fees I pay to my broker/franchisor	10.12% 33
<b>Total</b>	<b>326</b>

# CRM Survey

## Q13 How much do you pay for your CRM per year?

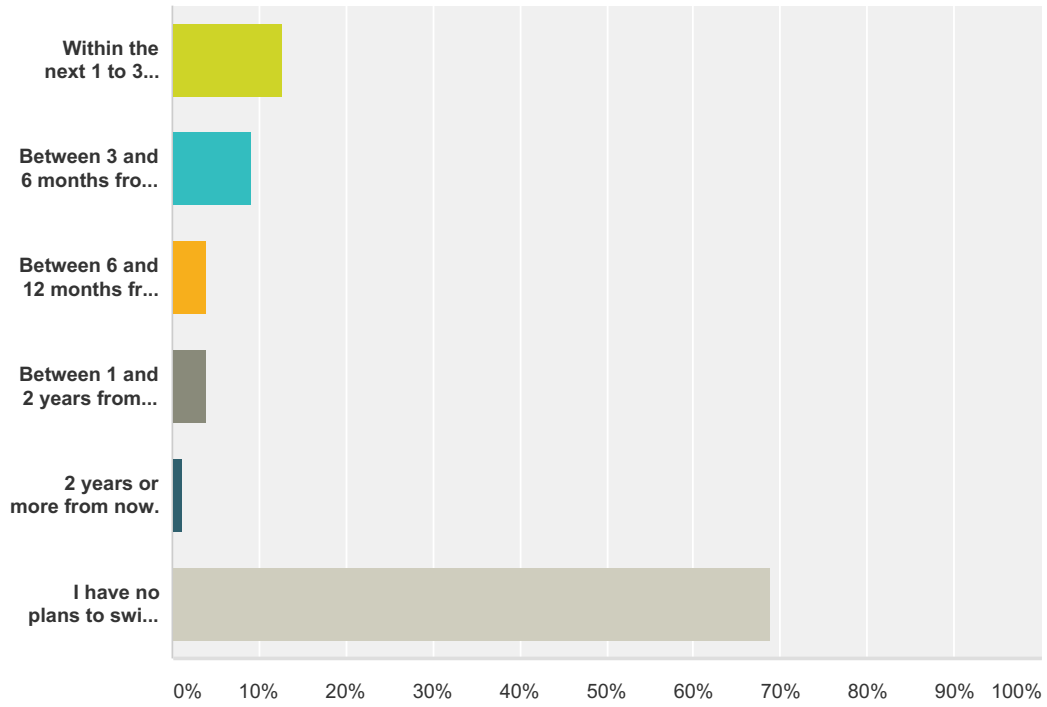
Answered: 268 Skipped: 515

#	Responses	Date
1	0-100	18.05%
2	101-1,000	46.18%
3	1,001-5,000	17.01%
4	5,001-10,000	1.73%
5	10,000+	5.20%

# CRM Survey

## Q14 When do you plan to switch CRMs?

Answered: 329 Skipped: 454



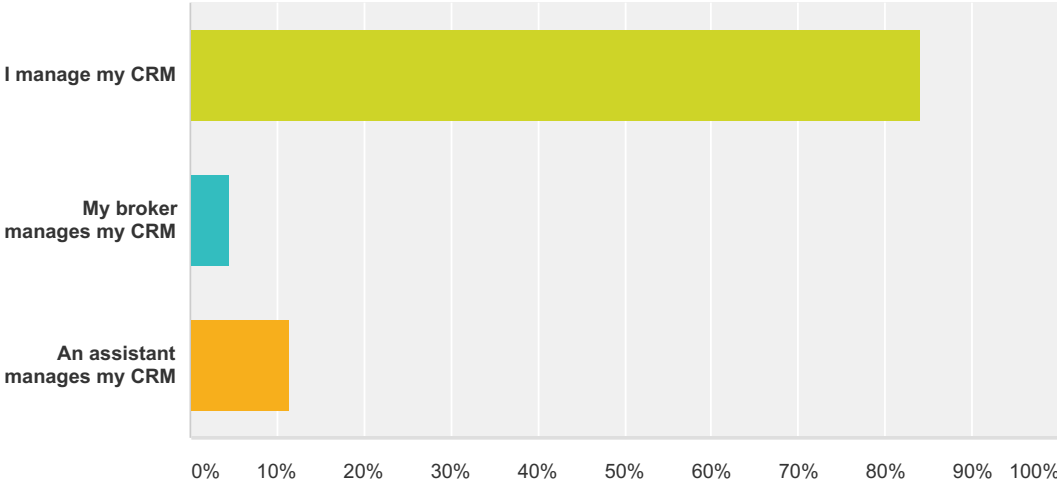
Answer Choices	Responses	Count
Within the next 1 to 3 months.	12.77%	42
Between 3 and 6 months from now.	9.12%	30
Between 6 and 12 months from now.	3.95%	13
Between 1 and 2 years from now.	3.95%	13
2 years or more from now.	1.22%	4
I have no plans to switch CRMs.	69.00%	227
<b>Total</b>		<b>329</b>



CRM Survey

Q15 Who manages your CRM?

Answered: 333 Skipped: 450

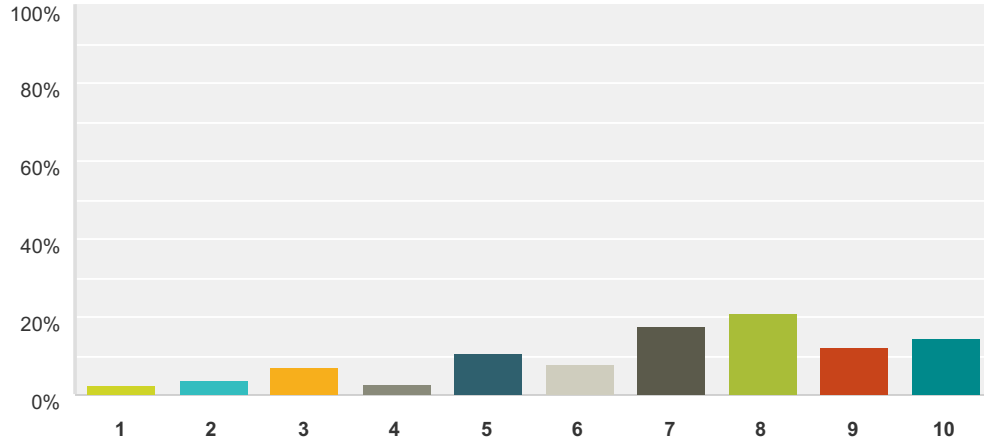


Answer Choices	Responses
I manage my CRM	84.08% 280
My broker manages my CRM	4.50% 15
An assistant manages my CRM	11.41% 38
<b>Total</b>	<b>333</b>

# CRM Survey

## Q16 On a scale of 1 to 10, with 1 being “not at all satisfied” and 10 being “very satisfied,” how satisfied are you with your CRM?

Answered: 337 Skipped: 446



Answer Choices	Responses
1	2.37% 8
2	3.86% 13
3	7.12% 24
4	2.67% 9
5	10.68% 36
6	8.01% 27
7	17.51% 59
8	21.07% 71
9	12.17% 41
10	14.54% 49
<b>Total</b>	<b>337</b>

CRM Survey

**Q17 Why did you give your CRM the satisfaction rating above?**

Answered: 286 Skipped: 497

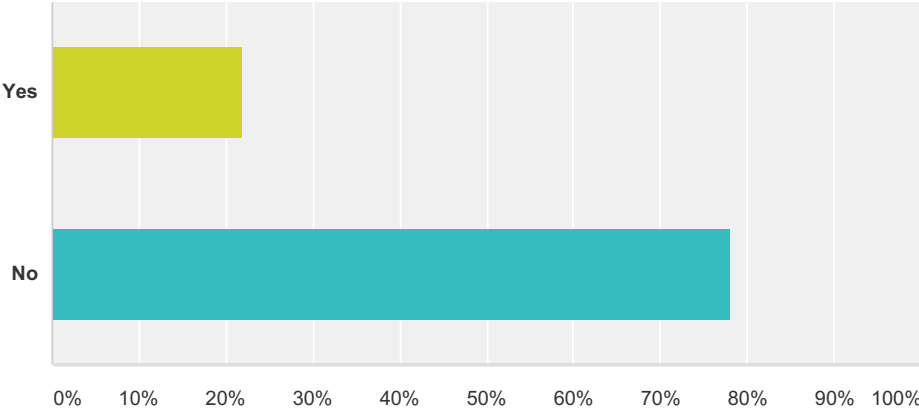
(Top 4)

#	Responses	Date
1	Effective or ineffective marketing tools	10.84%
2	Needs better integration with email and other programs, but integrates well with MLS	9.09%
3	Hard to keep track of contacts	6.99%
4	Helps with getting leads	6.99%

CRM Survey

**Q18 Does your CRM integrate with Salesforce or another sales platform?**

Answered: 320 Skipped: 463

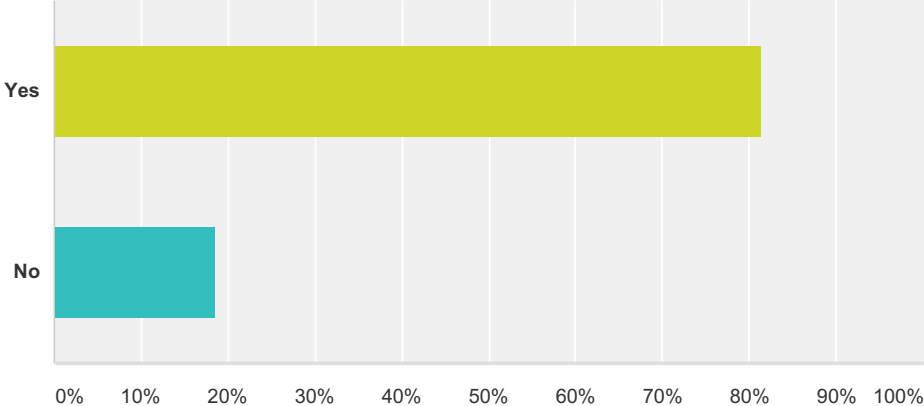


Answer Choices	Responses
Yes	21.88% 70
No	78.13% 250
<b>Total</b>	<b>320</b>

CRM Survey

Q19 Is your CRM cloud-based?

Answered: 330 Skipped: 453

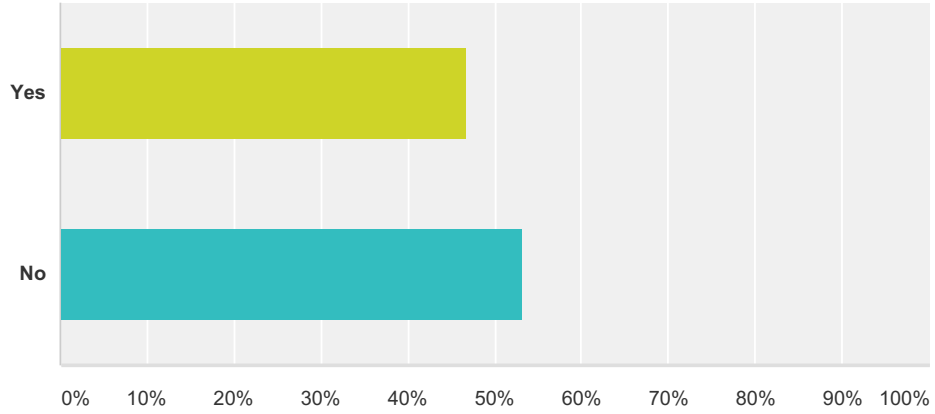


Answer Choices	Responses
Yes	81.52% 269
No	18.48% 61
Total	330

# CRM Survey

## Q20 Does your CRM sync with your DropBox, dotloop, DocuSign, Evernote or other cloud-based software?

Answered: 319 Skipped: 464

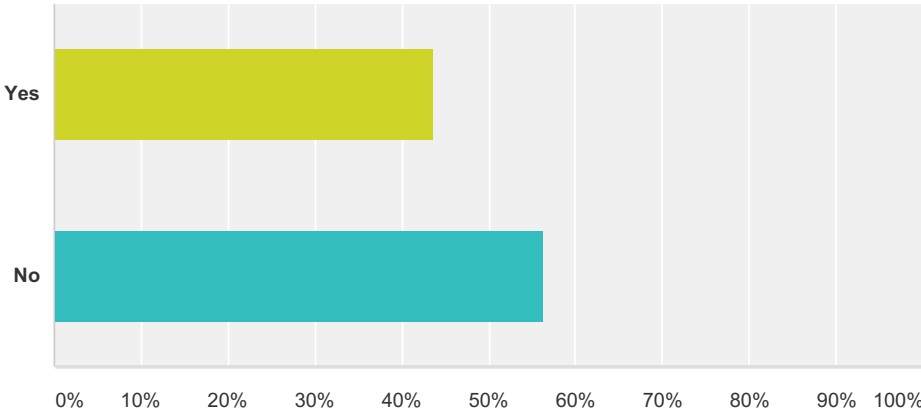


Answer Choices	Responses
Yes	46.71% 149
No	53.29% 170
<b>Total</b>	<b>319</b>

CRM Survey

**Q21 Does your CRM integrate with your  
MLS?**

Answered: 325 Skipped: 458

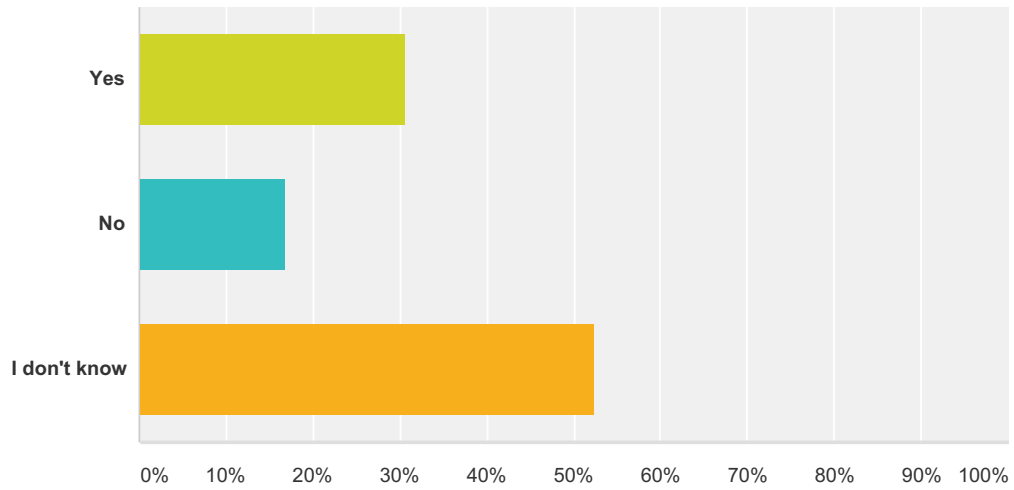


Answer Choices	Responses
Yes	43.69% 142
No	56.31% 183
<b>Total</b>	<b>325</b>

# CRM Survey

## Q22 Does your CRM offer the ability to plug into third-party systems? (Open API?)

Answered: 332 Skipped: 451



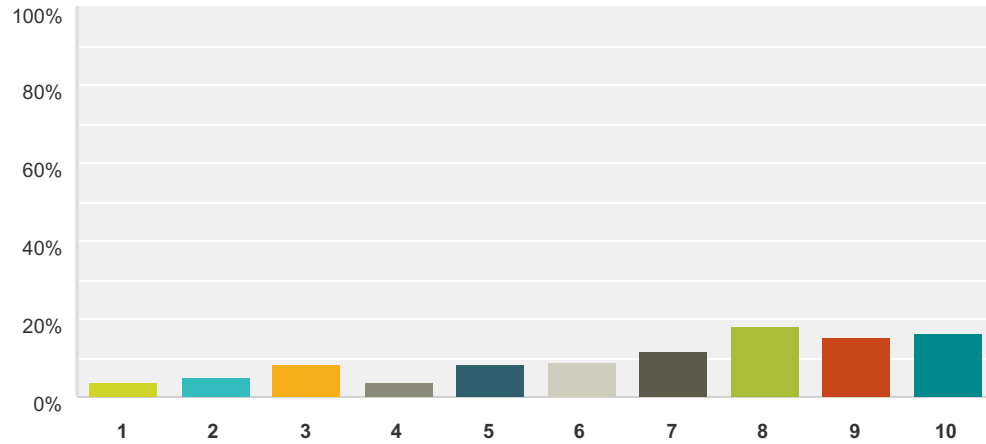
Answer Choices	Responses
Yes	30.72% 102
No	16.87% 56
I don't know	52.41% 174
<b>Total</b>	<b>332</b>



# CRM Survey

**Q23 Rank the user interface for your CRM on a scale of 1-10 -- how easy is it to use and understand, with 1 being "not at all easy" and 10 being "extremely easy."**

Answered: 329 Skipped: 454

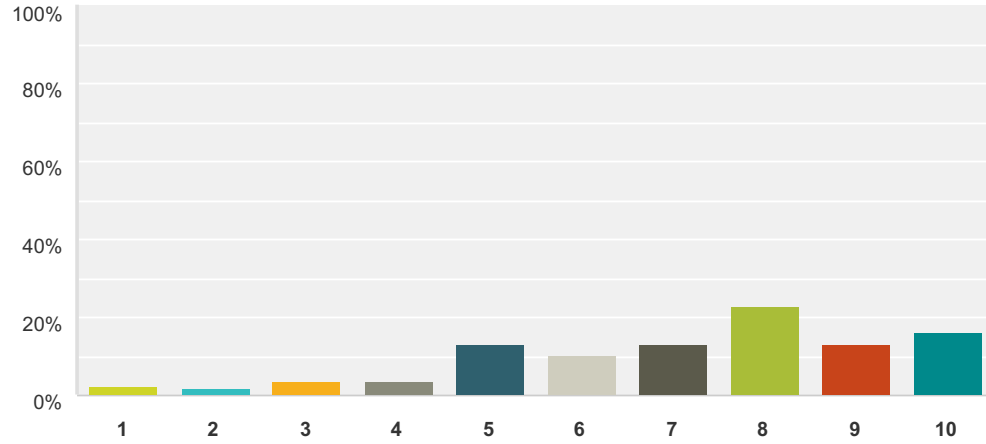


Answer Choices	Responses	
1	3.95%	13
2	5.17%	17
3	8.51%	28
4	3.95%	13
5	8.51%	28
6	8.81%	29
7	11.55%	38
8	17.93%	59
9	15.50%	51
10	16.11%	53
<b>Total</b>		<b>329</b>

# CRM Survey

## Q24 Rate yourself on your use level of your CRM, with 10 being a “power user” and 1 being “barely CRM literate.”

Answered: 336 Skipped: 447

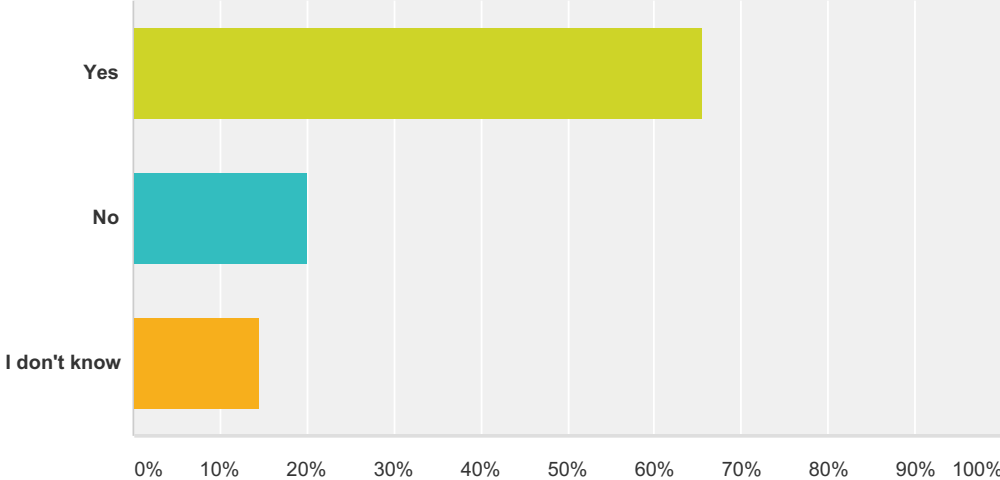


Answer Choices	Responses
1	2.38% 8
2	1.79% 6
3	3.57% 12
4	3.87% 13
5	13.10% 44
6	10.42% 35
7	13.10% 44
8	22.62% 76
9	12.80% 43
10	16.37% 55
<b>Total</b>	<b>336</b>

CRM Survey

Q25 Can you customize your CRM?

Answered: 330 Skipped: 453

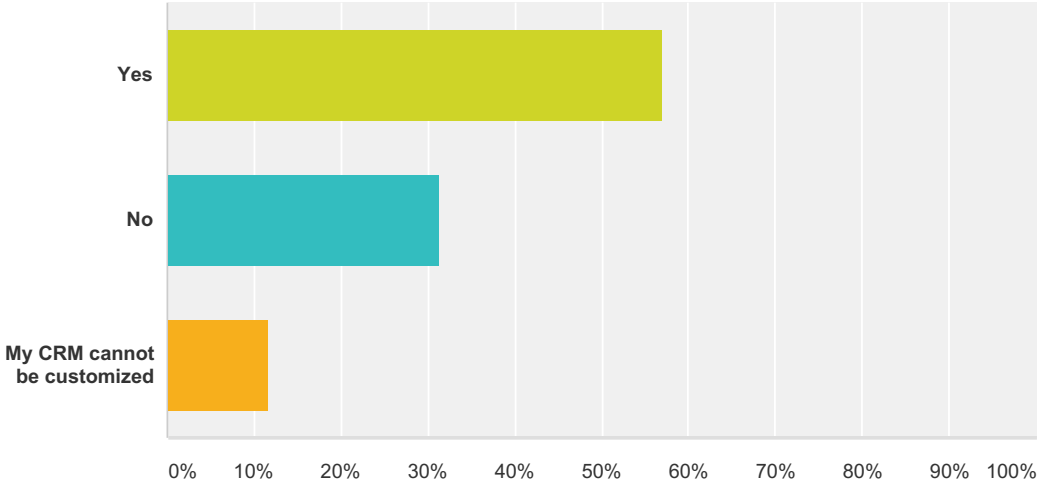


Answer Choices	Responses	
Yes	65.45%	216
No	20.00%	66
I don't know	14.55%	48
<b>Total</b>		<b>330</b>

CRM Survey

Q26 Have you customized your CRM?

Answered: 323 Skipped: 460



Answer Choices	Responses	
Yes	56.97%	184
No	31.27%	101
My CRM cannot be customized	11.76%	38
<b>Total</b>		<b>323</b>

CRM Survey

**Q27 What features do you wish your CRM would add?**

Answered: 207 Skipped: 576

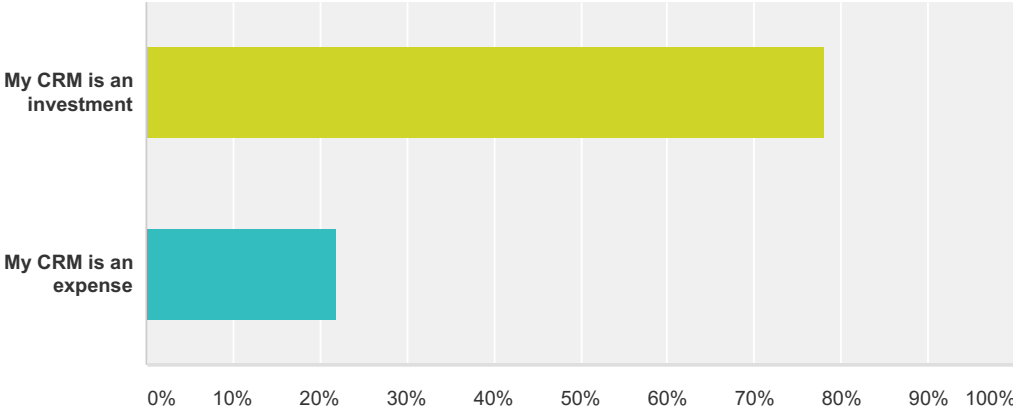
(Top 3)

#	Responses	Date
1	Better document, lead and MLS integration	22.7%
2	Sync with email, calendar and other marketing tools	21.26%
3	Keep better track of contacts and follow-ups	7.73%

CRM Survey

**Q28 Do you consider your CRM an investment or an expense?**

Answered: 330 Skipped: 453



Answer Choices	Responses
My CRM is an investment	78.18% 258
My CRM is an expense	21.82% 72
<b>Total</b>	<b>330</b>

# CRM Survey

## Q29 Why do you consider your CRM an investment or an expense?

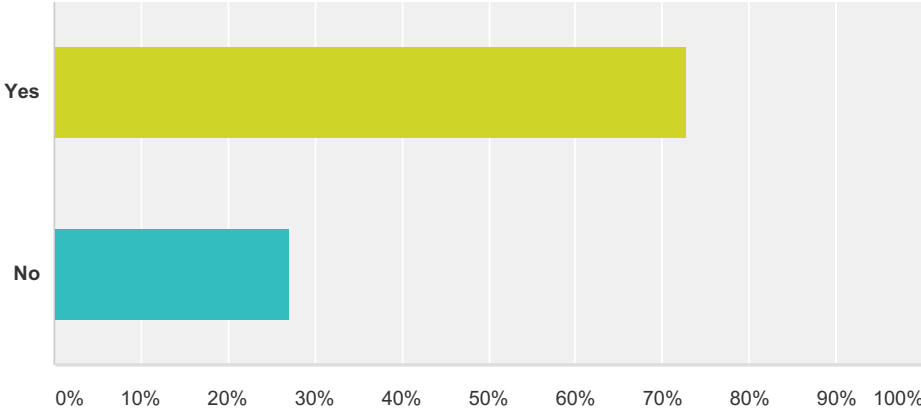
Answered: 254 Skipped: 529

(Top 2)

#	Responses	Date
1	Valuable investment in my business	66.81%
2	Necessary Expense	10.24%

### Q30 Are there any features your CRM offers that you DON'T use?

Answered: 325 Skipped: 458



Answer Choices	Responses
Yes	72.92% 237
No	27.08% 88
<b>Total</b>	<b>325</b>



CRM Survey

**Q31 What are the features you don't use and why don't you use them?**

Answered: 178 Skipped: 605

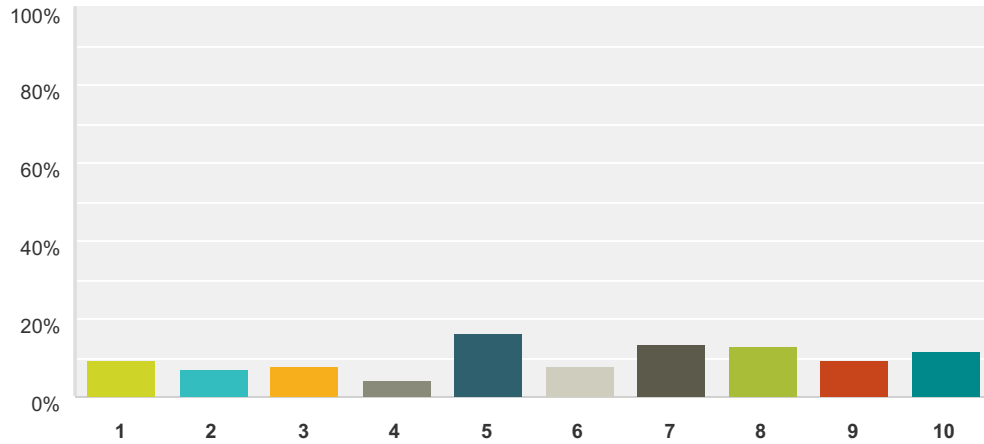
Top 3

#	Responses	Date
1	Do not use email and other marketing tools	27.53%
2	Do not use or see the value of drip campaigns. Too hard to use.	7.30%
3	Not sure. I haven't explored all of my CRM's features.	6.75%

# CRM Survey

## Q32 How would you rank the mobile interface of your CRM on a scale of 1 to 10, with 1 being the worst and 10 being the best?

Answered: 295 Skipped: 488

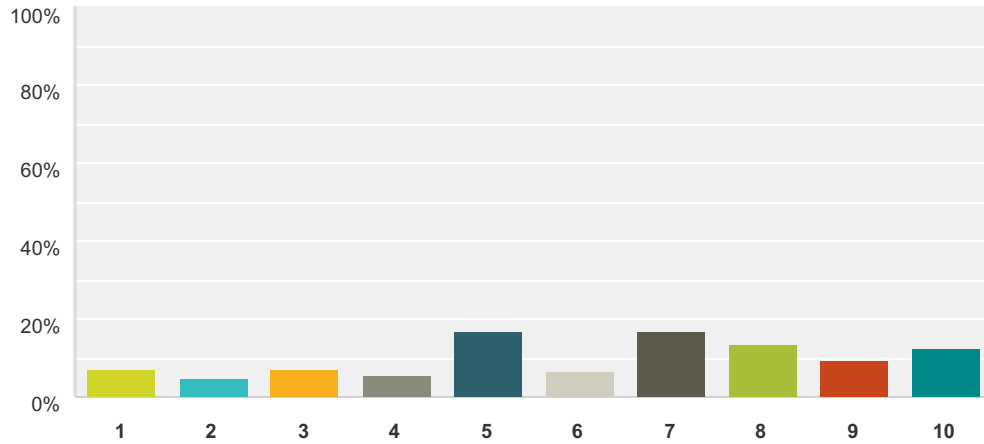


Answer Choices	Responses	
1	9.49%	28
2	6.78%	20
3	7.80%	23
4	4.41%	13
5	16.27%	48
6	8.14%	24
7	13.56%	40
8	12.88%	38
9	9.15%	27
10	11.53%	34
<b>Total</b>		<b>295</b>

# CRM Survey

## Q33 How would you rank the tablet interface of your CRM on a scale of 1 to 10, with 1 being the worst and 10 being the best?

Answered: 284 Skipped: 499

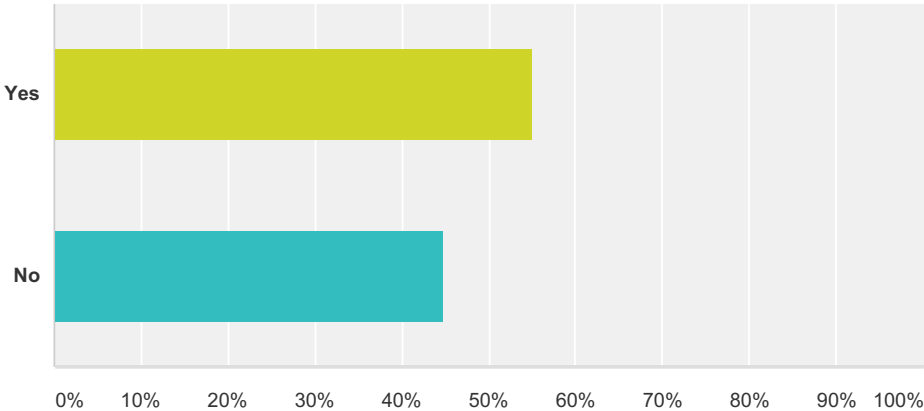


Answer Choices	Responses
1	7.04% 20
2	4.58% 13
3	7.04% 20
4	5.63% 16
5	16.90% 48
6	6.69% 19
7	16.55% 47
8	13.38% 38
9	9.51% 27
10	12.68% 36
<b>Total</b>	<b>284</b>

CRM Survey

**Q34 Were you trained on how to use your CRM?**

Answered: 307 Skipped: 476



Answer Choices	Responses
Yes	55.05% 169
No	44.95% 138
<b>Total</b>	<b>307</b>

# CRM Survey

## Q35 Who trained you to use your CRM?

Answered: 158 Skipped: 625

(Top 3)

#	Responses	Date
1	Trained by coworker or supervisor	38.72%
2	Training offered through CRM	31%
3	Used online tutorials and videos	13.29%

## CRM Survey

### Q36 Would you recommend your CRM to a colleague? Why or why not?

Answered: 270 Skipped: 513

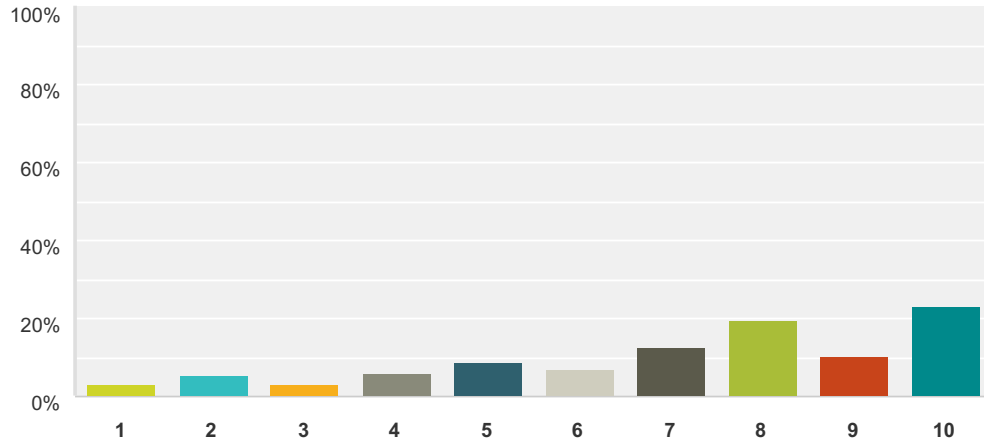
(Top 3)

#	Responses	Date
1	Yes. Helps with management, organization, contacts and leads	19.61%
2	No. Too expensive and confusing.	9.62%
3	Not sure.	4.44%

## CRM Survey

**Q37 On a scale of 1 to 10, how would you rank your CRM's value to your overall success in real estate, with 1 being "not at all valuable" and 10 being "extremely valuable"?**

Answered: 289 Skipped: 494



Answer Choices	Responses
1	3.46% 10
2	5.54% 16
3	3.46% 10
4	6.23% 18
5	8.65% 25
6	6.92% 20
7	12.46% 36
8	19.72% 57
9	10.38% 30
10	23.18% 67
<b>Total</b>	<b>289</b>

## CRM Survey

### Q38 What one piece of advice would you offer to a colleague looking to invest in a CRM solution in 2015?

Answered: 239 Skipped: 544

#### (Top 3)

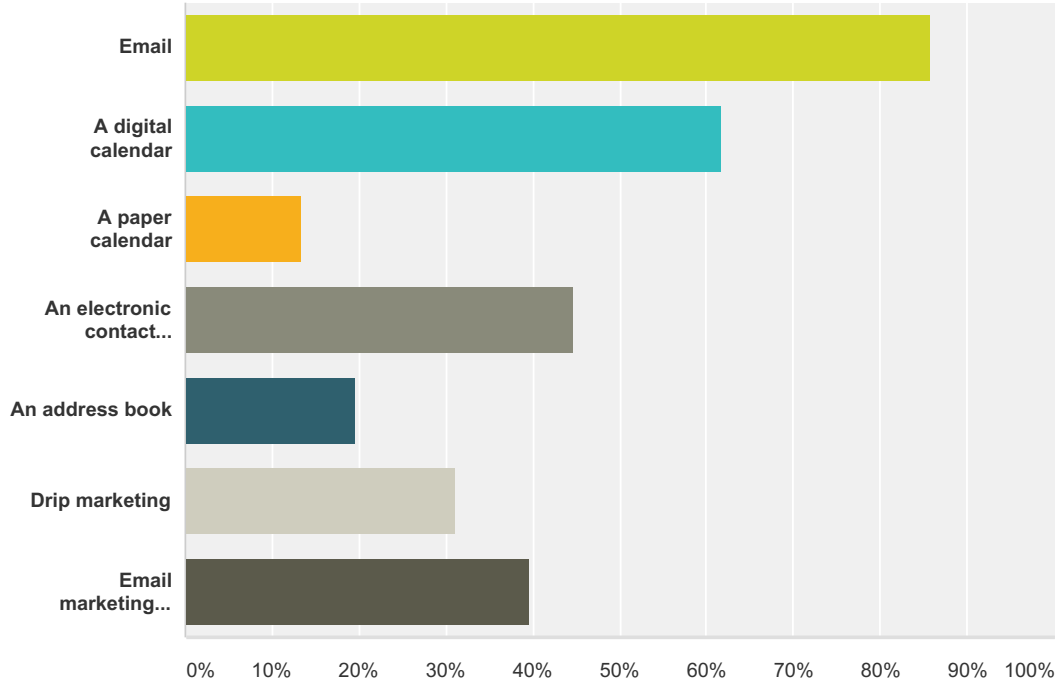
#	Responses	Date
1	Determine your needs before buying	24.68%
2	Use it consistently	6.28%
3	Use free trials	5.44%



# CRM Survey

## Q39 What non-CRM tools do you use to manage your client relationships? Select all that apply.

Answered: 475 Skipped: 308



Answer Choices	Responses
Email	85.89% 408
A digital calendar	61.89% 294
A paper calendar	13.26% 63
An electronic contact database	44.63% 212
An address book	19.58% 93
Drip marketing	31.16% 148
Email marketing software (Constant Contact, MailChimp, etc.)	39.58% 188
<b>Total Respondents: 475</b>	